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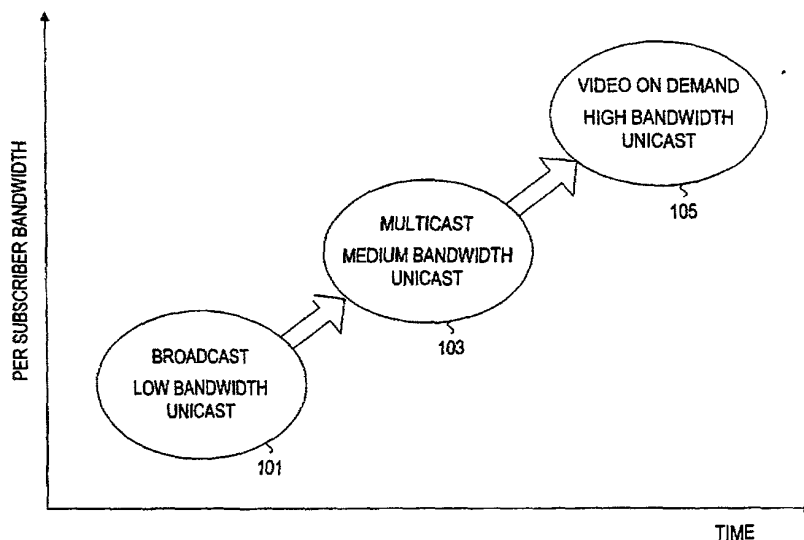
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(54) Title: ADVERTISEMENT SUBGROUPS FOR DIGITAL STREAMS



## (57) Abstract

A targeted advertising system based on subgroups. Different subgroups are formed based one or more subscriber characteristics, and different targeted advertisements transmitted to the different subgroups. In the Internet-environment, the subgroups are formed by utilizing multicast addresses. In cable-based and satellite-based systems, the subgroups are formed by node configurations. The targeted advertisements may be transmitted simultaneously with programming and inserted locally, or may be inserted at a centralized distribution point such as a router 303 or a cable television local head-end 306. An apparatus is presented which receives  $n$  program streams and  $m$  advertisements, and creates  $p$  presentation streams containing targeted advertisements, where  $p$  is greater than  $n$ .